

Fourth of July Commission Minutes
Meeting July 15, 2009

Present: New Berlin Lions, Carol Nowak, Anida Rose, Cheryl Schober, Prospect Lions, NB MDA, Pat Palechek, Sandy Molick, Nancy Bertsch, Ald. Dave Ament, Nancy Perkins, Teddy Schober, Mark Schroeder, Denise/New Berlin Magic

Excused: John Burke, John Ziino, New Berlin Jr. Woman's Club, Youth Advisory Board, Nbfd, NBPD, Mayor and Council

--Anida Rose called the meeting to order at 6:30pm.

SPECIAL REVIEW OF CELEBRATION 2009

--Major Concessions –

-Anida thanked the concessions for their commitment and service for this community.

-The Waukesha County Health Dept. stopped out on the 2nd to look at the festival setup. They will be invited to a future meeting to go over everything well before the festival begins.

-New Berlin Lions reported a problem with their CO2 tank in the caddy. It went out and it was hard to find a replacement. Were disappointed with the lack of picnic tables compared to other years. They liked being open until 1pm on the 3rd and wondering if they could be open/serving until 11pm on the 4th. Also, questioning if orders are taken before 10pm can they be filled after.

-NB MDA reported having problems finding the WOW workers on the 4th. Caught in the Act on the 3rd was an okay band but didn't have the following or caliber that Eddie Butts has. Suggest checking on Light Up and Cherry Pie bands. It is preferred to have the large tents with one row of poles down the center that two rows.

-Prospect Lions – Piles of Rhythm was good on the 2nd. Asked to have them back in 2010. There weren't enough extension cords for Karl's corner lights to be plugged in. The other bands were good but the band on the 4th seemed to have a problem with the microphone(s). Were told by WOW that there would be 1 or 2 employees in each tent but couldn't find any when needed.

-Everyone wants to keep the better bands on the 3rd. There needs to be entertainment on the stages during the parade. No one was on the grounds until well after the parade. Some of the concessions thought there were too many dogs on the grounds. Mark Schroeder reported that they need to be on a leash. It seems no one received a counterfeit bill this year. It was suggested to have a special for right after the parade like 'buy 1 get 1 free'. No one complained about the increase in beer prices. It was also suggested to do something with the runners/walkers after their event.

--High School Battle of the Bands –

-Youth Advisory Board members did not attend the meeting. Teddy Schober, past member, suggested the bands lineup be the largest band first to keep people there until the end. He also feels the 'battle' is worth holding. It was suggested moving the event to the striped tent and having comparable bands on the main stages. Some of the commissioners suggested holding a karaoke competition, talent show, or a Guitar Hero battle. It was also noted the police weren't as involved as in the past.

--Parking/New Berlin Magic – Denise reported there were 121 parents and 127 players (of which 37 were parade banner carriers) working during the festival. They took in over \$9,000. The 2nd and 3rd were not real busy, and the 4th got busy later. They 'loved' having the third light tower for the main lot. Anida said the young Magic members were outstanding as banner carriers.

--National Dash & Mini Parade/New Berlin Jr. Woman's Club –

-Cheryl read their report on the National Dash. It was suggested that the commission and club work together next year to make sure the area is clear of trash and that the sound system is returned to the control area. Anida congratulated the Jr. Woman's Club for a great job on the race and the mini parade. It was requested that the Jr. Woman's Club provide a list of the race participants/winners to be posted on the grounds

for the rest of the day. Many people inquired about it. Anida reported the mini parade was another success. Magic Morgan's son was on the front page of the NOW.

--**New Berlin Police Dept.** – no report. It was noted that Police Chief worked the DARE tent during the festival. They were raising money for defibrillators.

--**New Berlin Fire Dept. (flashlight candy hunt, EMT stand)** – Cheryl read a report. It was noted that they had a table with a boot by the station on the 4th for donations to MDA.

--**Carnival** – no report

--**Mayor and Council (festival/50th Celebration)** – Ald. Dave Ament reported the council and mayor had a good time in the parade and at the festival.

COMMISSION REVIEW OF CELEBRATION 2009

--**Staff Reports** – the Family Games had a good turnout of families.

CELEBRATION 2009

--**Budget, fund raising and sponsorships** – Mark reported on the monies raised. Some of the vendors still need to turn in their money, and some invoices have not been received.

--**Public relations (newspapers/fliers/internet/cable)** – it was suggested the 4x6 cards from TJ Printing be given to the vendors for during the festival and have them available to the public at areas around town. The 3-fold was very good.

--**Signs (parade/grounds)** – special signs need to be made for the flashlight candy hunt. Park & Rec need to put the large banners up earlier.

--**July 2 (EHS/HS Battle of the Bands)** –

-**EHS** – Anida reported 'a stupendous show' by the WI Singers with a capacity crowd. Nancy Bertsch reported some problems with singers' parents that weren't 'on the list'. Some complaints about how hot it was in the auditorium. There were some people who didn't leave during the intermission for fear of losing their seat. It has been suggested that each person, including singers' parents, be required to have a ticket for admission. There are a lot of people who just show. Starting in 2010, every schedule should have added 'ADVANCED TICKET REQUIRED' and laminated signs on the doors 'TICKET REQUIRED' and, if needed, 'SELL OUT'.

-**HS Battle of the Bands** – there were some problems with the lights. After looking into the situation the invoice has been paid. Bidding for the lights and sound should be done in 2010. Nancy P. reported there were six bands with five winners paid. If the battle is held next year the forms should state "Cash prizes will be awarded to the top bands". Also need to have a receipt book for the money handed out. There needs to be more PR for this event and someone should have a camera available. It was suggested the Youth Advisory Board change to a talent show.

--**Fireworks** – there were complaints about the trees being too tall to see them. A new location needs to be looked at for the cake shells. Sharon Schoeneck liked the mini finale in the middle of the show. Anida sent a letter of thanks to Schoeneck Containers.

--**Children's entertainment (mini parade/flashlight candy hunt/etc)** –

-**Mini Parade** – Anida reported it was fantastic like always with many thanks to the New Berlin Jr. Woman's Club for their continued sponsorship. We'll invite Magic Morgan back in 2010.

-**Flashlight candy hunt** – Cheryl will work with the Fire Dept. to get it organized for next year. They also need to have extra bags available for the kids who forget one.

--**Games** – no report

--**Carnival** – the commission received \$7612.00. This was an increase over 2008. There were only 2 complaints about the wristbands. There were 6 major rides and their employees were all very cordial. Nancy Bertsch moved to invite Spectrum Carnival to return for 2010. Pat Palechek seconded. Passed. The carnival had several people staying at LaQuinta Hotel.

--**Concessions (major/commercial)** – (see previous notes from concessions)

--**Entertainment (main stage/specials)** –

-**Pies** – Nancy P. reported the VFW Auxiliary made \$366.00. She will mention on the forms where the money is going. Ald. Ament reported this setup was so much nicer.

--**Main parade (units/judging/staging/banner carriers)** – will discuss at the next meeting. Nancy B. was very pleased with how Casper and National were after the parade this year. Living Word Church does a great job cleaning the street after the parade. There was a problem with no walkie-talkies this year. The cones should have been in place at 11 am. The horse units were told to park their trailers at Nature's Nook but most didn't want to.

--**Grounds, parking and facilities** – will discuss at next meeting.

--**50th Celebration** – Ald. Ament reported the Historical Society enjoyed the festival and are looking forward to 2010. Cheryl read a thank you from Melody Styba.

Celebration 2010

--**Date(s), time** – next meeting

--**Theme** – next meeting

--**Ideas** – next meeting

--**Adjournment** at 9:55pm.